



## **THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE & AWARD TERMS & CONDITIONS**

### **ABOUT THE NCA**

Established in 1911, the National Coffee Association of U.S.A., Inc. (NCA) is the oldest trade association representing the \$343 billion U.S. coffee industry. Through education, advocacy, and connection, the NCA serves hundreds of organizations—large and small—across the sector including roasters, manufacturers, traders, brokers, importers, exporters, retailers, wholesalers/distributors, growers, NGOs, and allied companies. Visit [ncausa.org](https://ncausa.org) to learn more.

### **THE NCA COFFEE GIVES BACK PROGRAM SHOWCASE & AWARD OVERVIEW**

- The mission of the NCA Coffee Gives Back Program Showcase and Award is to recognize the nonprofits dedicated to making a difference in coffee communities at origin through initiatives that (1) focus on capacity building or improving livelihoods and (2) create a stronger, more sustainable supply chain.
- The NCA Coffee Gives Back Program Showcase shines a year-long spotlight on the good works done by charitable organizations and/or their programs that directly benefit and impact coffee communities at origin and complements that focus with the NCA Origin Charity of the Year Award.

### **REASONS TO PARTICIPATE IN THE NCA COFFEE GIVES BACK PROGRAM SHOWCASE**

- Showcase your organization’s work and accomplishments.
- Increase awareness of your organization and brand reputation.
- Provide opportunities to attract donations.
- Heighten your visibility by being associated with the industry’s leading trade association.

### **REASONS TO ENTER THE 2025 NCA ORIGIN CHARITY OF THE YEAR AWARD**

- The benefits listed above.
- Opportunity to have your organization and its good work recognized by industry leaders.
- The 2025 NCA Origin Charity of the Year Award Winner will receive one complimentary registration to attend the 2025 NCA Convention, the premier event for the U.S. coffee industry, which will be held March 6 - 8, 2025. Further benefits are outlined under “the 2025 Origin Charity of The Year Award.”

**THE NCA COFFEE GIVES BACK PROGRAM**  
**CHARITY SHOWCASE**  
**TERMS & CONDITIONS**

**A. ELIGIBILITY REQUIREMENTS**

1. Eligible organizations must have 501(c)(3) Public Charity IRS status or its international equivalent.
2. The charitable organizations and/or their programs must directly benefit and impact coffee communities at origin through initiatives that (1) focus on capacity building or improving livelihoods and (2) create a stronger, more sustainable supply chain.
3. The NCA Coffee Gives Back Charity Showcase and Award are open to both NCA members and non-members. NCA members in the Showcase will be identified with an “NCA Member” designation.
4. All charitable organizations that meet the eligibility requirements, no matter their size or revenues, are encouraged to participate in the NCA Coffee Gives Back Charity Showcase and submit additional information to be considered for the 2025 NCA Origin Charity of the Year Award.
5. NCA Membership is not a criterion for the NCA Coffee Gives Back Charity Showcase and Award and will not be used as an evaluative criterion in judging the applicants for the 2025 NCA Origin Charity of the Year Award.

**B. NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE BENEFITS**

1. Featured on a dedicated web page on the NCA website, which will include a link to the charitable organization’s website home page.
2. Promotion through NCA communications channels.
3. Exclusive use of the NCA Coffee Gives Back Charity Showcase logo.
4. The opportunity to be considered for the 2025 NCA Origin Charity of the Year Award.  
**PLEASE NOTE: Additional information is required to be considered for the 2025 NCA Origin Charity of the Year Award.**

**C. APPLICATION PROCESS**

1. **The NCA Coffee Gives Back Program Application consists of two sections:**
  - **Section I:** Information required to participate in the core NCA Coffee Gives Back Charity Showcase.
  - **Section II:** Additional information required by **November 1, 2024**, to be considered for the 2025 NCA Origin Charity of the Year Award.

**PLEASE NOTE:**

- Showcase applications are accepted on a rolling basis. However, if you wish to be considered for the 2025 NCA Origin Charity of the Year Award, **you must** fill out and submit **Sections I and II of the NCA Coffee Gives Back Program Application** by **November 1, 2024**.
- Application must be in English and financial statements in any language other than English must include English translations.
- Applicants resubmitting content from a prior application must include updated information to reflect their organization's work since that submission.

**Questions?** Contact Terri Bartlett, Director of Member Relations, at (646) 924-4039 or [trbartlett@ncausa.org](mailto:trbartlett@ncausa.org).

**D. APPLICATION NOTIFICATION AND PROGRAM PERIOD**

1. Charitable organizations accepted to the NCA Coffee Gives Back Charity Showcase will be notified by email.
2. Participation in the NCA Coffee Gives Back Charity Showcase is annual and will commence on the date of acceptance.
3. Before the expiration of the one-year period, current participants in the NCA Coffee Gives Back Charity Showcase will receive an email notification regarding their annual renewal, which will include a request to submit Section I of the NCA Coffee Gives Back Program Application.
4. Charitable organizations may request to be removed from the NCA Coffee Gives Back Charity Showcase at any time.
5. The NCA reserves the right to end the NCA Coffee Gives Back Charity Showcase and the NCA Origin Charity of the Year Award at any time and without notice.
6. The NCA reserves the right to remove a charitable organization from the NCA Coffee Gives Back Charity Showcase, at NCA's sole discretion. A charitable organization removed from the NCA Coffee Gives Back Charity Showcase will automatically not be considered for the NCA Origin Charity of the Year Award. Please see Section G below for additional details.

**E. PARTICIPANTS' RESPONSIBILITY**

NCA Coffee Gives Back Charity Showcase participants agree to mention the NCA as a supporter of their programs on their websites and at their annual programs and events, with a link to the NCA website ([www.ncausa.org](http://www.ncausa.org)) where applicable and agree to promote the NCA Annual Convention to their communities and supporters through newsletters, social media, and any other appropriate means at their disposal. In addition, participants are strongly encouraged to publicize and identify NCA Members who support their organization.

**F. THE NCA COFFEE GIVES BACK SHOWCASE RELEASE WAIVER AND USE OF APPLICANT'S INFORMATION**

The NCA will not return any of the submission materials. By submitting an application for the NCA Coffee Gives Back Charity Showcase, the applicant takes full responsibility for the accuracy of all information submitted and warrants that all necessary permissions have been obtained from others who may have rights to the information and/or materials and that no compensation is due to applicant in exchange for the information/materials submitted. Applicant further holds the NCA and NCA employees, agents, officers, directors, and members harmless from all liability, and grants to the NCA the non-exclusive right to publish, reproduce, and distribute information submitted for the NCA Coffee Gives Back Charity Showcase on the NCA website, at the 2025 NCA Convention, on the 2025 NCA Convention app, and in NCA digital, social, and print communications.

**G. REMOVAL AND REVOCATION OF THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE AND ORIGIN CHARITY OF THE YEAR AWARD**

The NCA shall have the sole authority and discretion to remove an organization from the NCA Coffee Gives Back Program and all privileges connected therewith, having determined that there is good cause to do so. This may include, but is not limited to, misrepresentation, fraud, deception, or unethical practices. The NCA's discretion in this matter shall include the right to rescind an Award and remove the organization from the list of honorees and program participants after the Award has been bestowed.

**H. AMENDMENTS**

The NCA shall have the sole authority to interpret and enforce all terms and conditions contained herein, to make any amendments thereto, and to make further rules as shall be considered necessary. Any and all matters or questions not specifically covered by these terms and conditions are subject to the discretion of the NCA, whose decisions will be final.

**I. NCA PRIVACY POLICY**

[Click here to view the most recent Privacy Policy.](#)

**J. QUESTIONS**

Contact Terri Bartlett, Director of Member Relations, at [trbartlett@ncausa.org](mailto:trbartlett@ncausa.org) or at (646) 924-4039.

**THE NCA COFFEE GIVES BACK PROGRAM**  
**2025 ORIGIN CHARITY OF THE YEAR AWARD**  
**TERMS & CONDITIONS**

**A. ELIGIBILITY REQUIREMENTS**

1. Eligible charitable organizations must have 501(c)(3) Public Charity IRS status or its international equivalent.
2. The charitable organizations and/or their programs **must** directly benefit and impact coffee communities at origin through initiatives that (1) focus on capacity building or improving livelihoods and (2) create a stronger, more sustainable supply chain.
3. Applicants must be accepted into the NCA Coffee Gives Back Charity Showcase.
4. Current and new NCA Coffee Gives Back Charity Showcase applicants **must submit** the required information for both the Showcase and Award in both Sections I and II of the NCA Coffee Gives Back Program Application by **November 1, 2024**, to be considered for the 2025 NCA Origin Charity of the Year Award.
5. Subject to availability and the final 2025 NCA Convention program, an employee or representative of the winning charitable organization can be present at the NCA Annual Convention, which will be held March 6 - 8, 2025, to accept the Award.
6. The recipients of the NCA Origin Charity of the Year Award are not eligible for the NCA Origin Charity of the Year Award for three years from the time the organization receives the Award (i.e., an NCA Origin Charity of the Year Award Winner in the year 2025 could not repeat until the year 2029).

**B. AWARD AND BENEFITS**

1. The winning charitable organization will receive one complimentary delegate registration to attend the 2025 NCA Convention and airfare, hotel, and incidental expenses to attend the 2025 NCA Convention in accordance with the NCA Travel Policy, not to exceed \$5,000.
2. The winning charitable organization will have the opportunity to give a 15-minute presentation at the NCA Board of Directors meeting held in association with the 2025 NCA Convention.
3. The winning charitable organization will be awarded a plaque at the 2025 NCA Convention.<sup>1</sup>

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<sup>1</sup> The 2025 NCA Origin Charity of the Year Award Winner will be asked to provide promotional photography and short video testimonials for the award presentation.

4. The winning charitable organization has the option to have a complimentary display table at the 2025 NCA Convention and one additional complimentary 2025 Convention delegate registration.<sup>2</sup>
5. The winning charitable organization will have a “Donate Button” placed on NCA’s Coffee Gives Back Program Showcase landing page, which will link directly to its website or donate form.
6. The winning charitable organization will receive an “NCA Origin Charity of the Year Award Winner 2025” logo to display on its website and place on its marketing materials.
7. The winning charitable organization will gain additional recognition among its peers through profiles on the NCA’s website and social media.
8. The 2025 NCA Origin Charity of the Year Award Winner and two Finalists will be announced in an NCA media release.
9. The two Finalists of the 2025 NCA Origin Charity of the Year Award will receive an “NCA Origin Charity of the Year Finalist 2025” logo to display on their websites and place on their marketing materials.
10. The two Finalists of the 2025 NCA Origin Charity of the Year Award will be recognized on the NCA Coffee Gives Back Program Showcase web page.
11. Further details will be communicated to the 2025 NCA Origin Charity of the Year Award before the Convention.

#### **C. AWARD KEY DATES/DEADLINES**

1. **Friday, November 1, 2024:** Deadline to submit Sections I and II of the NCA Gives Back Program Application to be considered for the 2025 NCA Origin Charity of the Year Award.
2. **Friday, March 7, 2025:** Awards Presentations during the Friday Award Luncheon at the 2025 NCA Convention.

#### **D. JUDGES AND AWARD CRITERIA**

1. The NCA Origin Charity of the Year Award Judges will consist of an independent group of NCA Board of Directors and members.
2. The 2025 NCA Origin Charity of the Year Award Winner, as well as the two Finalists, will be confirmed by the NCA Board of Directors, based upon the recommendation of the Judges.
3. Awards will be bestowed based on the Judges’ evaluations of each organization’s:
  - Mission & Vision
  - Financial Stewardship
  - Governance & Transparency

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<sup>2</sup> The location of the display table will be determined by the NCA. The winning charitable organization will be responsible for the production and shipping costs of their materials and displays and for the costs related to any video equipment, computer and accessories, Internet, and electrical power for their display table.

- Programs' Goals & Objectives
- Programs' Challenges
- Programs' Results and Long-Term Impact

It is important for the organization to demonstrate and communicate the impact of their work by using data and analysis. This will be a key element of the judges' consideration.

## **E. AWARD PROCESS AND NOTIFICATION**

### **1. PROCESS**

- To be considered for the 2025 NCA Origin Charity of the Year Award, applicants must meet the 2025 NCA Origin Charity of the Year Award eligibility requirements and application deadline outlined above.
- To be considered for the 2025 NCA Origin Charity of the Year Award, applicants resubmitting content from a prior application must include updated information to reflect their organization's work since that submission.
- The Judges will score eligible applicants based on the criteria outlined above.
- The 2025 NCA Origin Charity of the Year Award Winner and two Finalists will be determined based on the Judges' scores and the Judges' deliberation and consensus.
- The 2025 NCA Origin Charity of the Year Award Winner and the two Finalists will be confirmed by the NCA Board of Directors.
- The Judges may decide not to give the 2025 NCA Origin Charity of the Year Award if, in their sole discretion, the judging criteria are not met by any applicant.
- The Judges may decide not to bestow Finalist recognition if, in their sole discretion, the judging criteria are not met by any applicant.

### **2. NOTIFICATION**

- The 2025 NCA Origin Charity of the Year Award Winner and Finalists will be notified on or about January 6, 2025.
- The 2025 NCA Origin Charity of the Year Award Winner will be asked to provide promotional photography and short video testimonials for the award presentation.
- Further details will be communicated to the winning charitable organization before the Convention.

## **F. THE NCA ORIGIN CHARITY OF THE YEAR AWARD RELEASE WAIVER AND USE OF THE APPLICANT'S INFORMATION**

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non-exclusive right to publish, reproduce, and distribute information submitted for the NCA Coffee Gives Back Program Origin Charity of the Year Award on the NCA website, at the 2025 NCA Convention, on the 2025 NCA Convention app, and in NCA digital, social, and print communications.

**G. REMOVAL AND REVOCATION OF THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE AND ORIGIN CHARITY OF THE YEAR AWARD**

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